

Amendments to the Claims:

1-13 canceled.

14. (previously presented): A method of deriving a content signature for a content item, the content item comprising a digital watermark embedded therein, the digital watermark comprising at least an orientation component, said method comprising:
decoding the embedded digital watermark from the content item to retrieve the orientation component;
reorienting the content item based on the orientation component; and
deriving a content signature for the reoriented content item.

15. (previously presented): The method of claim 14, wherein said reorienting comprises at least one of rotating the content item, scaling the content item and translating the content item.

16. (original): The method of claim 15, wherein the content item comprises one of audio, video and image data.

17-40. canceled.

41. (previously presented): A data management method comprising:
deriving a content signature from a content item; and
providing the content signature to a database constructed as content addressable
memory (CAM); and
obtaining data from the database associated with the content signature.

42. (original): The method of claim 41, wherein the data comprises at least one
of a URL, IP address and metadata.

43. (original): The method of claim 41, wherein the database includes groups of
sub-fingerprints, and the content signature is used interrogate the database to identify a
related group of sub-fingerprints.

44. (previously presented): A method of returning a content item to a base state
prior to deriving a signature of the content item, the content item comprising a digital
watermark embedded therein, the digital watermark comprising at least an orientation
component, said method comprising:

reading the digital watermark embedded in the content item to obtain the
orientation component;

reorienting the content item based at least in part on the orientation component,
wherein reorienting the content item returns the content item to the base state; and
determining a signature of the content item from the reoriented content item.

45. (previously presented): The method of claim 44, further comprising:
comparing the signature to a predetermined signature; and
determining at least one of authenticity of the content item and identity of the
content items through said comparing step.

46. (previously presented): The method of claim 44, wherein said reorienting
comprises at least one of scaling, rotating and translating the content item.

47. (previously presented): A method to calculate a fingerprint of a media signal,
wherein the media signal comprises a steganographic signal including an orientation
component, said method comprising:

reading the media signal to obtain the orientation component;
determining at least one of a type of distortion and an amount of distortion based
at least on the obtained orientation component;
adjusting the media signal to compensate for the determined distortion; and
calculating a fingerprint based on the adjusted media signal.

48. (previously presented): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image;
changing a geometric orientation of the data;
determining attributes of the changed data;
interrogating a network resource with at least a sub-set of the attributes to identify metadata associated with the image; and
providing metadata associated with the image.

49. (previously presented): The method of claim 48, wherein the metadata comprises at least one of a URL, image, audio and video.

50. (previously presented): The method of claim 48, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

51. (previously presented): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving image data;
changing a geometric orientation of the image data;
interrogating a network resource through use of inherent attributes of the changed image data to identify metadata associated with the image data; and
providing identified metadata.

52. (previously presented): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

53. (previously presented): The method of claim 51, wherein the identified metadata comprises at least one of a URL, image, audio and video.

54. (previously presented): A method of linking an image to metadata contained in a network resource comprising:

receiving image data from a wireless device;
comparing inherent characteristics of the image data to a plurality of image records, wherein each image records includes at least image characteristics; upon a successful match with an image record, identifying metadata associated with at least one of the image record and image data; and providing identified metadata to the wireless device.

55. (previously presented): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio and video.

56. (previously presented): The method of claim 54, wherein prior to said comparing, said method comprises changing a geometric orientation of the image data.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (new): The method of claim 48 wherein the image comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

59. (new): The method of claim 51 wherein the image data comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

60. (new): A method of linking media to metadata contained in a network resource, said method comprising:

- obtaining data corresponding to a media signal;
- changing a geometric or alignment characteristic of the media signal;
- determining attributes of the changed media signal;
- interrogating a network resource with at least a sub-set of the attributes to identify metadata associated with the media signal; and
- providing metadata associated with the media signal.

61. (new): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

62. (new): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio and video.

63. (new): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

changing a geometric orientation or alignment characteristic of the media;

interrogating a network resource through use of inherent attributes of the changed media to identify metadata associated with the media; and

providing identified metadata.

64. (new): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

65. (new): The method of claim 63, wherein the metadata comprises at least one of a URL, image, audio and video.